



WFLX

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates 10/25/12-11/06/12

Contract / Revision 840183 /

Original Date / Revision
10/23/12 10/23/12

Advertiser Peterffy, Thomas

Agency Mentzer Media Services

Buying Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286Primary Account Executive
Will Hilderbrandt

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Will Hilderbrandt | 100% | | |

Product
Peterffy, Thomas

Agency Com 15%

Billing Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 2176

Alt Order # 06393682

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| DFLX | % | |
| WFGC | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPTV | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|------------|--------------|--------|------------|----------|---------|------------|--------------|
| October 2012 | 5 | \$2,983.50 | \$3,510.00 | 0.00 | 10/01/12 | 10/28/12 | 5 | \$2,983.50 | \$3,510.00 |
| November 2012 | 13 | \$5,210.50 | \$6,130.00 | 0.00 | 10/29/12 | 11/06/12 | 13 | \$5,210.50 | \$6,130.00 |
| Totals | 18 | \$8,194.00 | \$9,640.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|-------|----------|
| E 1 | WFLX | 10/25/12 | 10/26/12 | MORNING NEWS 7A FOX 29 MORNING NEWS! | Comm | 7-8A | ---TF-- | 1:00 | 1 | \$350.00 | P 1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 2 | WFLX | 10/25/12 | 10/26/12 | MORNING NEWS 8A FOX 29 MORNING NEWS! | Comm | 8-9A | ---TF-- | 1:00 | 1 | \$350.00 | P 1 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | 1 | | \$350.00 | | 0.00 | | | | | |
| E 3 | WFLX | 10/25/12 | 10/26/12 | FOX 29 NEWS FIRST AT FOX 29 NEWS FIRST AT | Comm | 4-430P | ---TF-- | 1:00 | 1 | \$290.00 | P 1 | 0.00 | NM | 1 | \$290.00 |



WFLX

Print Date: 10/23/12

Page 2 of 2

Contract / Revision

840183

Flight Dates 10/25/12-11/06/12

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:15:00

Advertiser Peterffy, Thomas

Product **Peterffy, Thomas**

Estimate # 2176

| | | | | | | | | | | | | | | Totals | |
|--------|------|-------------------|-----------------|----------------------|-------|-------------------|---------|------|-------|-------------|-----|---------------|------|--------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
| E 3 | WFLX | 10/25/12 | 10/26/12 | FOX 29 NEWS FIRST AT | Comm | 4-430P | ---TF-- | 1:00 | 1 | \$290.00 | P 1 | 0.00 | NM | 1 | \$290.00 |
| | | | | FOX 29 NEWS FIRST AT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TF-- | | 1 | | | | \$290.00 | | 0.00 | | | |
| E 4 | WFLX | 10/25/12 | 10/28/12 | Late News M-Sun | Comm | 10-11P | ---TFSS | 1:00 | 1 | \$2,170.00 | P 1 | 0.00 | NM | 1 | \$2,170.00 |
| | | | | TEN O'CLOCK NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | ---TFSS | | 1 | | | | \$2,170.00 | | 0.00 | | | |
| E 5 | WFLX | 10/28/12 | 10/28/12 | FOX News Sunday | Comm | 9-10A | -----1 | 1:00 | 1 | \$350.00 | P 1 | 0.00 | NM | 1 | \$350.00 |
| | | | | FOX NEWS SUNDAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/22/12 | 10/28/12 | -----1 | | 1 | | | | \$350.00 | | 0.00 | | | |
| E 6 | WFLX | 10/29/12 | 11/02/12 | MORNING NEWS 7A | Comm | 7-8A | MTWTF-- | 1:00 | 3 | \$350.00 | P 1 | 0.00 | NM | 3 | \$1,050.00 |
| | | | | FOX 29 MORNING NEWS! | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| E 7 | WFLX | 10/29/12 | 11/02/12 | MORNING NEWS 8A | Comm | 8-9A | MTWTF-- | 1:00 | 3 | \$350.00 | P 1 | 0.00 | NM | 3 | \$1,050.00 |
| | | | | FOX 29 MORNING NEWS! | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 3 | | | | \$350.00 | | 0.00 | | | |
| E 8 | WFLX | 10/29/12 | 11/02/12 | FOX 29 NEWS FIRST AT | Comm | 4-430P | MTWTF-- | 1:00 | 3 | \$290.00 | P 1 | 0.00 | NM | 3 | \$870.00 |
| | | | | FOX 29 NEWS FIRST AT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 3 | | | | \$290.00 | | 0.00 | | | |
| E 9 | WFLX | 10/29/12 | 11/02/12 | Late News M-Sun | Comm | 10-11P | MTWTF-- | 1:00 | 1 | \$2,170.00 | P 1 | 0.00 | NM | 1 | \$2,170.00 |
| | | | | TEN O'CLOCK NEWS | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 10/29/12 | 11/04/12 | MTWTF-- | | 1 | | | | \$2,170.00 | | 0.00 | | | |
| E 10 | WFLX | 11/05/12 | 11/06/12 | MORNING NEWS 7A | Comm | 7-8A | MT----- | 1:00 | 1 | \$350.00 | P 1 | 0.00 | NM | 1 | \$350.00 |
| | | | | FOX 29 MORNING NEWS! | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$350.00 | | 0.00 | | | |
| E 11 | WFLX | 11/05/12 | 11/06/12 | MORNING NEWS 8A | Comm | 8-9A | MT----- | 1:00 | 1 | \$350.00 | P 1 | 0.00 | NM | 1 | \$350.00 |
| | | | | FOX 29 MORNING NEWS! | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | MT----- | | 1 | | | | \$350.00 | | 0.00 | | | |
| E 12 | WFLX | 11/05/12 | 11/05/12 | FOX 29 NEWS FIRST AT | Comm | 4-430P | 1----- | 1:00 | 1 | \$290.00 | P 1 | 0.00 | NM | 1 | \$290.00 |
| | | | | FOX 29 NEWS FIRST AT | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | |
| | | Week: 11/05/12 | 11/11/12 | 1----- | | 1 | | | | \$290.00 | | 0.00 | | | |
| Totals | | | | | | | | | | | | | | 18 | \$9,640.00 |

HRP-Wi11

NAB Form PB-17 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|-----------------------|----------|
| Station and Location: | Date: |
| WFLX-TV | 10/23/12 |

I, David Grill

do hereby request station time concerning the following issue:

Thomas Peterffy

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|---------------------------------|-------|----------------|-----------------|
| | VARIES | 10/25- 10/31 WFLX# 840183 | | | |

Total Charges: \$ 9,640 GROSS

This broadcast time will be used by: Thomas Peterffy

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

NAB Form PB-17 Issues

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Thomas Peterffy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/9/12 Thomas Peterffy 410-825-7034
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

gogio Whitaker GM
Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | | | |
|--------------|------------------|--------------------|------|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | DC |
| | | | |

REQUEST RECEIVED FROM

DATE: 10/23/12

| | |
|-----------------|---|
| BUYER: | Elise Cloyd |
| AGENCY: | Mentzer Media |
| ADDRESS: | 600 Fairmount Avenue Suite 306 Towson, MD 21286 |
| PHONE #: | 410 825 7035 |
| FAX #: | |
| OTHER: | |

AVAILS FOR

| | |
|---------------------|-------------------------------------|
| COMMITTEE: | Thomas Peterffy |
| CHAIRPERSON: | |
| TREASURER: | Pam Berry-Asst |
| ADDRESS: | 25 Conyers Farm Drive Greenwich, CT |
| PHONE #: | 203 618 5824 |
| FAX #: | 203 618 5837 |
| OTHER: | |

FOR

| | |
|-------------------|-----------------|
| CANDIDATE: | Thomas Peterffy |
| OFFICE: | Issue |
| PARTY: | Republican |

| | |
|--|------------|
| DAYPARTS: | All |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30 |
| PROGRAMS: | All |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |